International Business
Research Symposium 23-24 November 2010

The University of Adelaide Business School, Adelaide

Day 1: Academic Research Presentations
Professor Sylvie Chetty – “SME Internationalization and born-globals: Where to from here?”

Professor Sylvie Chetty will provide a keynote address to lead our one-day research symposium on SME internationalisation and born-globals. Sylvie is Professor, the School of Communication, Journalism and Marketing, (Albany), Massey University, Auckland, in New Zealand. Sylvie will provide our opening address on SME Internationalisation and born-globals, summarising key theoretical developments over the last decade in both fields, providing new direction for theoretical development and a way forward in these two distinct but overlapping fields.

Sylvie is very well qualified to lead our one-day research symposium on SME internationalisation and born-globals. Sylvie won the American Marketing Association’s prestigious Hans B. Thorelli Award in 2010 for her article A Strategic Approach to Internationalization: A Traditional Versus a ‘Born-Global’ Approach published in 2004. This paper was co-authored with Professor Colin Campbell-Hunt from Otago University. The award is given annually to the article published in the Journal of International Marketing that has made the most significant and long-term contribution to international marketing theory.

Call for Abstracts
We are calling for a limited number of papers to be presented during the day by colleagues working in relevant fields. Sylvie’s keynote will provide an overview based on her remarkable work in this area that will link in the other academic presentations to provide a new research direction. It will be a fruitful time for us all.

We invite colleagues to provide an extended abstract by 9 November 2010.
Please send abstracts to convenors:

Convenors:

Associate Professor Susan Freeman, Discipline Leader, Marketing and International Business, University of Adelaide Business School, Adelaide, South Australia

Dr Catherine Welch, University of Sydney, Discipline of International Business, Sydney, New South Wales

RSVP to Susan (susan.freeman@adelaide.edu.au) or Catherine (catherine.welch@sydney.edu.au), if you are interested in presenting at/or attending the symposium, by Tuesday October 9th, 2010 for program organisation and catering purposes.

Program:

Time: 10.00am to 4.00pm
Date: Tuesday November 23rd, 2010
Venue: 10 Pulteney Street (Cnr Pulteney & North Terrace), Adelaide, Room 13.01
Catering: Morning/Afternoon Tea and Lunch (including vegetarian) will be provided.

Welcome:

Associate Professor Susan Freeman is Discipline Leader, Marketing and International Business at the Business School, Faculty of the Professions. Her research interests are new venture development and performance, services internationalisation and emerging markets. Susan will provide a welcome speech to Professor Sylvie Chetty, staff, doctoral and honours students, invited guests and visitors. She will also introduce the new Master of International Business, which will commence Semester 1, 2011 in Adelaide and Singapore.

Professor Sylvie Chetty has worked in Iran, South Africa, Swaziland and New Zealand. In New Zealand she has worked at Canterbury and Victoria universities. While working at Victoria University she joined the Competitive Advantage New Zealand project which is a Foundation for Research, Science and Technology (FORST) funded research project. Professor Chetty is also an Associated Researcher in the Department of Business Administration, Uppsala University in Sweden and collaborates with researchers there who work on the internationalisation of firms and business networks. Her research interests are in the internationalisation of firms, export performance, business networks and social capital.

---

**Day 2: Higher Degree Research Seminar**

**International Business Higher Degree Research (HDR) Research Seminar**

**Welcome**: 11.30am-12.00 noon

Professor Pascale Quester, Executive Dean, Faculty of the Professions, University of Adelaide

**Session 1**: 12.00 noon-1.00pm

Professor Sylvie Chetty will present:

1. "**Completing a PhD on Time**" – to HDR and Honours students and Supervisors

   Lunch: 1.00pm-2.00pm (light lunch will be served)

**Session 2**: 2.00am-3.00pm

Professor Sylvie Chetty will present:

2. "**Getting Published in Top Journals**" - to HDR students and Staff

Students undertaking Honours, Masters or PhD programs in International Business and related fields (International Management, International Finance and International Marketing, International Economics, International Law and Trade) are invited to attend. Supervisors and Staff are also welcome to attend.
The objectives of the HDR Research Symposium include:

• to provide a forum for students to discuss the issues surrounding HDR processes and progress;
• to allow academics and fellow students to comment on constraints and enablers surrounding HDR completion;
• to allow academics and fellow students researching in International Business and related areas to
  broaden their understanding of publishing in high quality international journals.

Convenors:

Associate Professor Susan Freeman, Discipline Leader, Marketing and International Business, University of Adelaide Business School, Adelaide, South Australia

Dr Catherine Welch, University of Sydney, Discipline of International Business, Sydney, New South Wales

RSVP to Susan (susan.freeman@adelaide.edu.au) or Catherine (catherine.welch@sydney.edu.au), if you are interested in the HDR Research symposium by Friday November 19th, 2010 for program organisation and catering purposes.

Program:

Time: 11.30am to 3.00pm  
Date: Wednesday November 24th, 2010  
Venue: 10 Pulteney Street (Cnr Pulteney & North Terrace), Adelaide, Room 13.01  
Catering: Morning/Afternoon Tea and Lunch (including vegetarian) will be provided.

Selected Publications by Professor Sylvie Chetty

Sylvie Chetty and Loren Stangl. Internationalization and Innovation in a Network Relationship Context. European Journal of Marketing. (Forthcoming)


